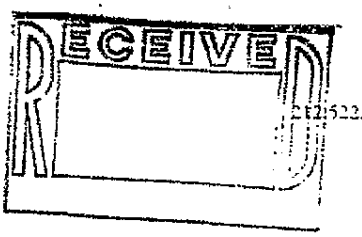
VIBE®



215 Lexington Avenue
New York, NY 10016
212.522.7092 fax 212.522.4578

June 5, 1996

Kay L. Galeotti
Manager, Media Systems and
Discount Brand Planning
Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017-5592

Ms. Galeotti:

As per your request, I have been compiling information regarding cigarette ads that have run regionally on a monthly basis. However, as of now (in our June/July issue), all of our ads have run nationally.

I will keep abreast of this matter and forward any information regarding regional ads. Should you have any questions, please call me directly at 212 522-9220.

Best,

Michelle A. Castro
Advertising Assistant

cc: VIBE
L. Burnett
R. Gibson

2071464188

Source: https://www.industrydocuments.ucsf.edu/docs/fnln0004